

## **Infrastructure for E-Government Initiative Phased Feature list**

To help agencies and departments meet the goal of offering all services online by 2004, the ITS is designing an infrastructure of tools for agencies to leverage. The following document contains a phased approach to implementation based on user-need.

### ***Discussion of the Issues Around a Common Infrastructure:***

- Create user loyalty and participation by utilizing personalization tools. Address the needs of the many with one set of customizable tools.
- Offer agencies tools for making additions or changes to their sites without having to spend resources on creating their own solution. Leverage existing technology across agencies making the user experience more cohesive and the implementation shorter.
- Offer communication through various devices and in various venues. Wireless, on-line, kiosks, etc. Bring the service to the user, not the user to the service.
- Support E-Government with 24x7 customer support. This infrastructure will offer tools to help facilitate a new kind of customer support in a cost-effective manner.

### ***Recommended Actions:***

For informational purposes and for communication and distribution to appropriate staff within state organizations.

# E-Utah Phased Features List

DRAFT

## Phase 1 – Priority A:

### *Personalized User Profile*

- Basic user data (name, address, email)
- “Opt-in” demographic information (age, income, gender)
- “Opt-in” interest profile

### *Reminder Service*

- “Opt-in” to be reminded about particular events (e-mail).

## Send to a Friend (Viral Growth)

- Ability to send an e-mail to other “customers” who will then come sign-up for the site. Need the ability to track where a registration came from (who referred).

### *Calendar*

- General Calendar for all users
- “Opt-in” personalized calendar with user-specific interests

### *Authentication*

- Ability to give users a single password and User ID for every E-Utah application.
- Ability to obtain and utilize Digital Certificates/Signatures for applicable services.

### *Customer Support*

- On-line support (Forgot My Password, Update My Account, FAQ’s, Ask “George”).
- Call/issue tracking software that will provide the services necessary for offering on-line support (e.g., Remedy).

## Displaying & Printing Forms

- Offer PDF forms that can be both printed and/or downloaded to a PC.
- For on-line forms, offer the ability to fill the form out and print it, without updating a database (anonymous forms).
- Offer State Agencies the ability to created/edit/delete their own forms (authoring tools). (Bob, can Eforms accommodate all these?)

### E-commerce

- Offer ability to paying for services with Credit Cards and ACH.

## Phase 1 – Priority B:

#### *My Innerweb Personalized Home Page*

- Offer users the ability to personalize a home page, creating a specific layout based on selected content, services and position on the page. Personalization will be stored in user profile; accessible each time the user enters the site.
- They could choose from a different set of interest areas on the public site and another set on the Innerweb (e.g., HR, 401k Management, Time Cards, Finance, Travel Policy, etc.)

#### *Reminder Service*

- Ability to send reminders to a variety of devices (PDA's, Cell Phones, Voice Mail, etc.)
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#### *Customer Support*

- On-line Help management tools (e.g., RoboHelp) for agencies to create their own on-line help.

#### *Content Management*

- Offer the ability for agencies to create/edit and serve content into both their own applications and into applications of other agencies or in general.
- The content management system we select should include a non-programmer authoring tool/s and should accommodate for image storage and management as well. Users should be able to edit content without employee a programmer to so.
- The Content Management software should also have the ability to be linked into the personalization piece of the system. Users who request personalization should be served only content from interest areas they have selected.
- Content Management tools should include that ability to handle both static and dynamic content.

#### *Branching Data Wizards*

- Offer users the ability to fill out one form (or wizard) on-line and the data is packaged and sent off to multiple agencies.
- The wizards should also offer the ability to print any forms for the user's records (like TurboTax), but the user only has to enter data once.
- Data Entry Wizards should take users through decision trees based on their answers (e.g., take them to forms necessary for Corporation versus LLC when registering a business).

- Include a WorkFlow engine or toolkit that allows agencies to set up these kinds of wizards or to create cross-agency wizards that touch the correct people with the correct data.

### **Reporting**

- Offer basic user profiling reports (number of men vs. women, city with the highest percentage of eUtah registrants, percentage of users with incomes below poverty level, etc.)
- Offer basic site traffic and use reporting (page with highest number of hits, service with highest number of transactions, click path for each service including drop-off rates, etc.).

## **Phase 1 – Priority C:**

### **Reporting**

- Offer ability to see cross-tabulated reporting of on-line behavior (both rolled up by the whole site and then drilled-down to department, then drilled-down again to service/page) compared with user profiles (depth of profile depending on level of “opt-in”).

### **On-line Surveys**

- Offer the ability to serve up surveys, both on the home page and with an agency service. Include the option of showing the user the results, if desired (for polls and interest-oriented surveys).
- Offer the ability to report on these surveys (general or agency reports).

## **Phase 2**

### *My eUtah Personalized Home Page (Public Site)*

- Offer users the ability to personalize their home page, creating a specific layout based on selected content, services and position. Personalization will be stored in user profile; accessible each time the user enters the site. User can select modules based on desired Agency content and features.

### *Wallet*

- Ability to store payment information, personal information (addresses, etc.), and digital certificates in a wallet that will pre-populate forms, transactions, etc. with applicable information (check out Gater.com). (Need to decide server versus client)

### *Customer Support*

- On-line Live Support (Live Chat)
- Phone Support (tools for call center to access and correct user information, as needed, as well as a call-logging system for issues resolution).

#### *Scheduler*

- Offer an on-line scheduling tool for services that require an appointment.
- Couple the reminder (and Thank You) service for users who opt-in.
- Also update the on-line Calendar with appointment information.
- Are there any services that will need to offer the capability to both schedule and pay for a service?

\*\* Department of Health already has these kinds of tools. Need to genericize (either their tools or someone else's) and offer as part of platform.

#### *E-commerce*

- Offer users the ability to pay with electronic checks.
- Offer order fulfillment services with e-mail notification queues (where we have to send something, or fulfill a service before we can ding the credit card), including order-tracking software.

#### *Tracking "Permissioned" Off-line Activity*

- Offer a tangible card/sticker/key-fob, etc. for citizen's who want more automated service.
- Have the ability to update a customer's profile with off-line activity.
- Offer reporting that shows basic off-line activity.
- Offer cross-tabulated reports that show off-line and on-line activity and compares this data with customer profile information.

#### *Imaging*

- Offer the ability for users to access images of important documents like birth certificates, marriage licenses, etc. for their own records or use. Security will obviously be in issue with this feature.
- Offer the ability for users to scan and send images to appropriate State Agencies.

### **Phase 3**

#### **Auctions**

- Offer the ability to conduct on-line auctions, including full e-commerce and auction fulfillment features. (State Surplus)

#### **Message Boards for Agency-to-Agency communication?**

- If needed, we could offer a Message Board section where agencies could discuss cross-agency issues or post news items that pertain to more than a few individuals.

#### **Apply for a Job**

- Offer both internal and external users the ability to either create or import their resume for a posted State job. \*\* This tool may exist already; need to make it available for all.